Problem-Solution fit canvas 2.0

Purpose / Vision

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

Who is your customer?
i.e. working parents of 0-5 y.o. kids

A farmer who has field which is attacked by the pathogens or variety of fungal disease

6. CUSTOMER CONSTRAINTS — CC

What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.

Type of soil,acess to water resources ,acess to machine in lands (like tractor,tiller) investment and credit,distance to market

5. AVAILABLE SOLUTIONS — AS

Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking

An automated system is introduced to identify different diseases on plants by checking the symptoms shown on the leaves of the plant .pro's immediate identification of fertilizer to be used.

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

To reduce the fungal and bacterial diseases affected plants early and accurate identification of plant diseases ,harm caused to the plants due to inadequate irrigation process and cultivation methods.

9. PROBLEM ROOT CAUSE — RC

What is the real reason that this problem exists?
What is the back story behind the need to do this job?
i.e. customers have to do it because of the change in regulations.

Insufficient water supply and cultivation methods are the real reason for the problem. This job is done due to food scarcity and harms caused to the plants by the bacteria's &fungal diseases and insufficient minerals in the soil .the farmer wants to increase his production and get income in return to the amount he has spent in the fields.

7. BEHAVIOUR — BE

What does your customer do to address the problem and get the job done?
i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

directly related:find the right fertilizer to be used ,calculate the amount of usage ,and the results in production
indirectly associated: customer spend more time in selling and handling the cattle's.

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS — TR

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

by seeing the neighbour having good production, more efficiency news by fertilizer shop owners .

4. EMOTIONS: BEFORE / AFTER — EM

How do customers feel when they face a problem or a job and afterwards?
i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

Before: lost and less amount of production in the fields loss of confidence,loss of cost
After: gain in the quantity and quality, gets in control,

10. YOUR SOLUTION — SL

If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality.
If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

An automated system is introduced to identify different diseases on plants by checking the symptoms shown on the leaves of the plant. Deep learning techniques are used to identify the diseases and suggest the precautions that can be taken for those diseases.

8. CHANNELS of BEHAVIOUR — CH

8.1 ONLINE

What kind of actions do customers take online? Extract online channels from #7

he sends the picture of the affected plant through internet , calculate the amount of usage.

8.2 OFFLINE

What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

the customer uses the recommended fertilizer according to the amount of land he have , less amount of fertilizer less cost.

Extract online & offline CH of BE

c

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